

GOVERNMENT AFFAIRS & PUBLIC INFORMATION MANAGER I/II**DEFINITION**

Under general supervision; plans, organizes, and implements a comprehensive government relations communication program, and public outreach program in support of SBCAG projects and programs. Researches, monitors, and analyzes legislation affecting SBCAG programs, projects, and activities. Represents SBCAG's position regarding legislation to special interest groups and local, state, and federal agencies, legislators, and lobbyists. Informs stakeholders and the public of the activities and objectives of SBCAG, and performs related work as required.

SUPERVISION RECEIVED AND EXERCISED

Receives administrative direction from the Executive Director. Exercises no supervision of staff.

CLASS CHARACTERISTICS

Government Affairs and Public Information Manager I: This is the first level class in the Government Affairs and Public Information Manager series, and manages activities related to the comprehensive government relations, legislative, communications and public outreach programs. Incumbents serve as program manager and subject matter expert in researching, analyzing, and evaluating complex federal and state legislation, issues, regulations, and policies that may affect SBCAG programs and projects. Manages communications and public outreach activities in support of SBCAG. The incumbent is required to have advanced knowledge of legislative and regulatory processes.

Government Affairs and Public Information Manager II: This is the level of the class that, in addition to managing activities related to government relations, legislative, communications and public outreach programs, is actively engaged in conducting strategic planning and prioritizing, and working collaboratively in providing leadership in developing agency work strategies and forward visioning for the management team. Responsibilities include performing diverse, specialized, and complex work involving significant accountability and decision-making responsibility. Incumbents organize and oversee day-to-day activities and are responsible for providing professional-level support to the Executive Director in a variety of areas. Successful performance of the work requires an extensive professional background as well as skill in coordinating government relations and legislative program work and in communications and public outreach activities.

EXAMPLES OF TYPICAL JOB FUNCTIONS (Illustrative Only)

Management reserves the right to add, modify, change, or rescind the work assignments of different positions and to make reasonable accommodations so that qualified employees can perform the essential functions of the job.

- Manages, oversees, coordinates, and participates in the operations and activities of SBCAG's government relations and legislative program and communications and public outreach programs and special projects.
- Presents policies, political action, and SBCAG's position to elected officials on issues affecting transportation at the regional, state, and federal levels.

- Writes proposed amendments to legislation; authors letters in support or opposition to bills; drafts testimonies for elected officials or the Executive Director.
- Plans, organizes, and implements activities to further SBCAG's legislative interests.
- Manages SBCAG's state and federal lobbyist contracts and develops legislative platforms with assistance from lobbyists and other SBCAG staff.
- Manages public information activities including: media relations, SBCAG website, social media presence and various other channels of broad and targeted communications.
- Manages and directs the development and implementation of media programs or campaigns designed to keep the public informed of SBCAG's projects, accomplishments and objectives
- Manages SBCAG's public relations, communications and public outreach programs to promote understanding of SBCAG's programs, projects and activities.
- Researches, organizes, develops, updates and edits informational material including, but not limited to, technical documents, web pages, social media, newsletter and other publications, public notices, news releases, presentation, advertising scripts and materials
- Attends and presents at council meetings, public hearings and before transportation special interest groups at the regional, state, and national levels.
- Directs and evaluates the work of contract lobbyists at the state and federal levels to influence state and federal decisions affecting transportation.
- Conducts a variety of analytical and operational studies regarding legislative and policy activities; evaluates alternatives, makes recommendations, and assists with the implementation of procedural, policy, and/or operational changes after approval; prepares comprehensive technical records and reports.
- Researches, writes, and edits various publications and outreach materials, including press releases, media alerts, photos, internal communications, online communications, social media, brochures, and other materials in support of project initiatives.
- Establishes and maintains liaison, communication, and cooperation with a wide range of citizens groups and individuals, organizations, associations, and appropriate governmental bodies to achieve SBCAG goals and objectives.
- Prepares and updates SBCAG's Public Participation Plan, Disadvantage Business Enterprise and the Title VI Plan and serves as the point of contact for these programs.
- Receives inquiries from, and provides information to the public regarding a wide variety of topics and successfully communicates with a variety of audiences as they relate to SBCAG's programs and projects.
- Attends and participates in professional group meetings; stays abreast of new trends and innovations in the field of government relations and legislative programs; researches emerging products and enhancements and their applicability to SBCAG's needs.
- Responds to difficult and sensitive public inquiries and complaints and assists with resolutions and alternative recommendations.
- Manages, coordinates, and completes other special projects as assigned.
- Performs other duties as required.

In addition to the above, the Government Affairs and Public Information Manager II:

- Researches, analyzes, and evaluates impact of proposed and current federal and state legislation, legislative issues, budget issues, regulations, and policies on SBCAG projects and programs;
- Develops and presents analysis and recommendations on SBCAG's position and implementation strategies to the Executive Director.
- Participates in the development and implementation of goals, objectives, policies, and priorities for communications and public outreach programs.

- Strategizes and develops SBCAG's legislative platform and approach for advancing SBCAG's interests at the state and federal level in terms of funding and policy.
- Participates in SBCAG staff planning meetings covering all aspects of agency responsibilities; contributes practical and tactical advice to advance agency goals.
- Provides input on project and program issues, policy, and strategic direction.

QUALIFICATIONS

Knowledge of:

- Principles and practices of government relations and legislative actions.
- Communications and public outreach program goal setting, development, implementation, and evaluation.
- Principles and practices of public and community relations, mass communications, media, written and oral communication
- Methods and techniques of public speaking.
- English usage, grammar, spelling, vocabulary, and punctuation.
- Legislative practices, processes and operations of government at local, state, and federal levels.
- Principles, practices, concepts, and methods of state and federal legislation research, development, analysis, and evaluation.
- Methods, techniques, and procedures of effective state and federal legislative advocacy.
- Basic principles and practices of budget development, administration, and accountability.
- Applicable federal, state, and local laws, regulatory codes, ordinances, and procedures related to assigned area of responsibility.
- Recent and on-going developments, current literature, and sources of information related to government relations and legislative programs.
- Modern office practices, methods, and computer equipment and applications related to the work.
- Techniques for effectively representing SBCAG in contacts with governmental agencies, community groups, and various business, professional, educational, regulatory, and legislative organizations.
- Techniques for providing a high level of customer service by effectively dealing with the public, vendors, contractors, and SBCAG staff.

Ability to:

- Perform responsible and difficult legislative research, development, analysis, and evaluation involving the use of independent judgment and personal initiative.
- Analyze, interpret, summarize, and present technical and legal information and data in an effective manner.
- Deal tactfully and effectively with the public media and representatives of the community.
- Develop effective legislative outreach strategies and campaigns; work effectively with diverse groups of different ages and various socio-economic backgrounds; listen to and discuss problems and complaints tactfully.
- Administer multiple social media accounts, including Facebook, Instagram, and Twitter and the ability to design and manage social media campaigns.
- Manage basic website maintenance tasks.

- Interpret, apply, explain, and ensure compliance with federal, state, and local policies, procedures, laws, and regulations.
- Prepare clear and concise reports, correspondence, policies, procedures, and other written materials.
- Conduct complex research projects, evaluate alternatives, make sound recommendations, and prepare effective staff reports.
- Effectively represent the SBCAG in meetings with governmental agencies, community groups, and various businesses, professional and regulatory organizations, and in meetings with individuals.
- Operate modern office equipment including computer equipment and specialized software applications programs.
- Use English effectively to communicate in person, over the telephone, and in writing.
- Use tact, initiative, prudence, and independent judgment within general policy, procedural, and legal guidelines.
- Plan, research, organize, manage, and implement public outreach programs services suited to the needs of the community and SBCAG
- Establish and maintain effective working relationships with those contacted in the course of work.

Government Affairs and Public Information Manager II, in addition to the above:

Knowledge of:

- Principles, practices, and processes of policy development.
- Practices of researching issues, evaluating alternatives, making sound recommendations, and preparing and presenting effective staff reports.
- Current organizational priorities, projects, opportunities and political dynamics affecting the organization.

Ability to:

- Plan, research, organize, coordinate, and implement comprehensive government relations and legislative, as well as communications and public outreach programs services suited to the needs of the community and SBCAG.
- Build consensus and coalitions and lead a diverse group toward common goals.
- Assess current organizational, project and political issues and strategize appropriate plans and actions.
- Implement, monitor, evaluate and adjust strategic plans.
- Recommend and implement goals, objectives, and practices for providing effective and efficient services.

Education and Experience:

Any combination of training and experience that would provide the required knowledge, skills, and abilities is qualifying. A typical way to obtain the required qualifications would be:

Equivalent to graduation from an accredited four-year college or university with major coursework in business administration, public administration, journalism, communications, public relations, or political sciences, or a related field.

Government Affairs and Public Information Manager I: At least three (3) years of experience in a public information role, legislative research, analysis, evaluation, and advocacy at the state and/or federal level or a related field.

Government Affairs and Public Information Manager II: At least five (5) years of increasingly responsible experience in a public information role, legislative research, strategic planning, analysis, evaluation, and advocacy at the state and/or federal level or a related field.

Licenses and Certifications:

- Possession of a valid Class “C” California Driver’s License.

PHYSICAL DEMANDS

Must possess mobility to work in a standard office setting and use standard office equipment, including a computer; to operate a motor vehicle and to visit various SBCAG meeting sites; vision to read printed materials and a computer screen; and hearing and speech to communicate in person and over the telephone. This is primarily a sedentary office classification although standing in and walking between work areas may be required. Finger dexterity is needed to access, enter, and retrieve data using a computer keyboard or calculator and to operate standard office equipment. Positions in this classification bend, stoop, kneel, reach, push, and pull drawers open and closed to retrieve and file information. Employees must possess the ability to lift, carry, push, and pull materials and objects up to 25 pounds.

ENVIRONMENTAL ELEMENTS

This is primarily a sedentary classification and the employee works in an office environment with moderate noise levels, controlled temperature conditions, and no direct exposure to hazardous physical substances. The employee interfaces with staff, management, other departmental representatives, transportation and government officials, business representatives, and the general public in explaining SBCAG policies and requesting and providing information.